



Hoshangabad Road, Misrod, Bhopal (M.P)



India's First Smart Mall

Coming to Bhopal

- Al Assisted Mall Way Finder
- ▶ Intelligent Parking System
- Intelligent Mall Lighting

- Wi-Fi Connectivity
- Digital Interface
- Smart Power Conservation

and many more..

Not Here to know-more about this of their



Current Key Footfall Drivers !!!

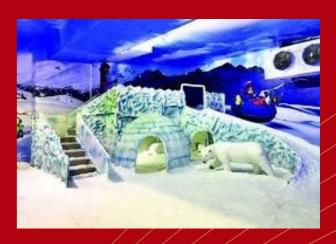




1st & ONLY Lifestyle in Bhopal



1st & Only INOX in Bhopal



1st & Only Snow Mastii in Central India



Largest FEC in Central India



1st & ONLY H&M of Bhopal



1st & ONLY Zudio of Bhopal



Mall Configuration

Gross Leasable Area: 4,80,000 sq.ft.

Department Store: Lifestyle

Hypermarket: 25,000 sq. ft.

Multiplex: Inox (4/1200+)

FoodCourt 18,000 sq.ft.(450+ seats/18 Kitchens)

Anchors: Zudio & H&M

Inline Stores: 150

FEC: Snow Mastiii, Masti Zone, Horror house

Parking: 600+ (cars) & 400+ (bikes)

Frontage: 700 Ft.

Atrium: 110 ft Diameter

Aisles: 50 Ft. wide

Height: 4.5 Mtrs (Flat Slab)

Escalators: 4 Pairs

Travellators: 1 Pair

Elevators: 6 (including 2 Capsule)

The Catchment



- The city is now growing in this part
 - 27 new housing projects
 - 6 mini townships
 - High street Retail
- Connectivity is improving
- For 70% of the TG, Capital Mall is the closest Mall
- Over 7,50,000 sq. ft. of new retail on Hoshangabad road in last 3 years.
- Most posh colonies of Bhopal are less than 3 Kms
 away



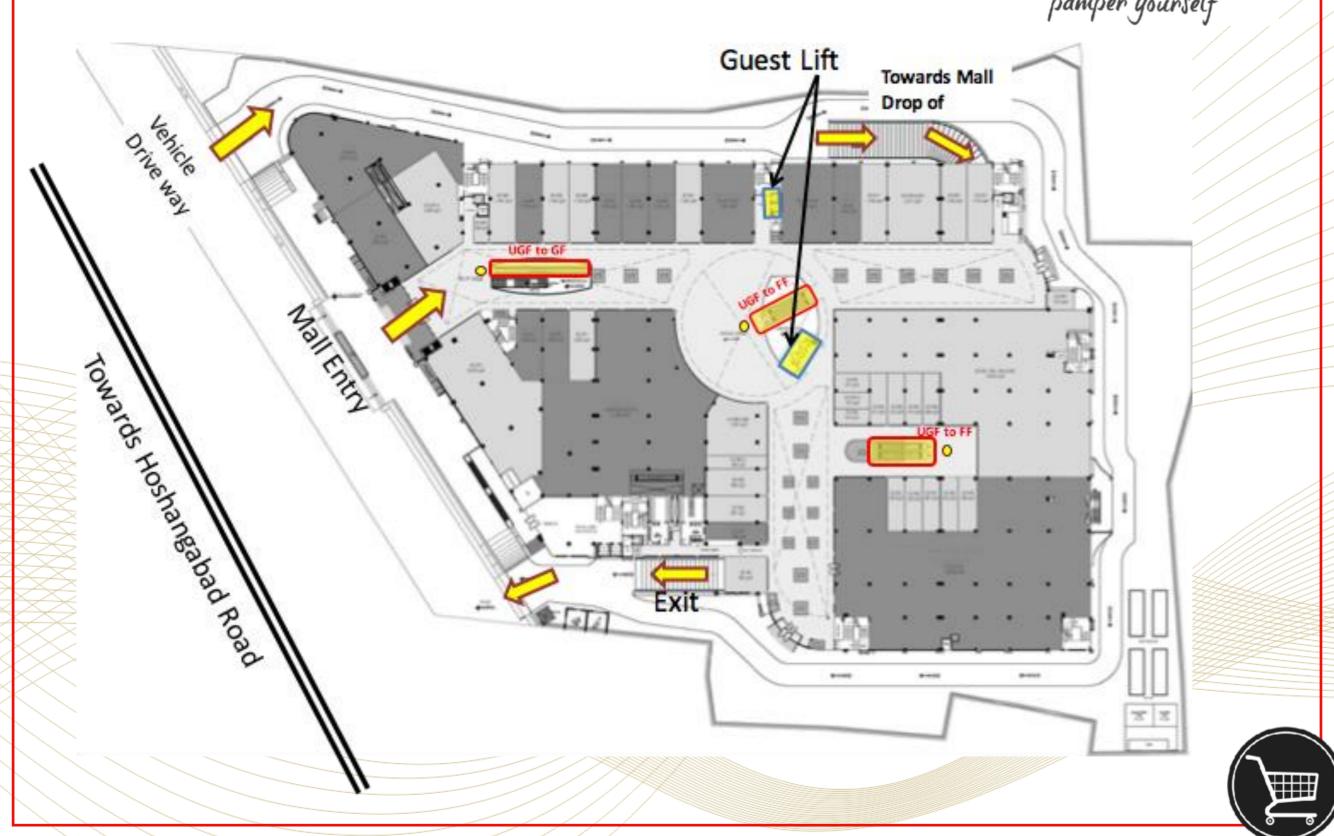
What is New in the Mall !!!

- The entire look & feel
- The tenant Mix & Category Mix
- Circulation, both vertical & Horizontal
- Adding of few international Lead Anchors
- Professional Marketing & Management of the Mall
- New & well spread Food Court
- More Entertainment Options
- Enhanced customer satisfaction



Traffic Flow





Ground Floor pamper yourself LEGEND:-Operational Area Leased Area To Be Leased Area Wildcraft Nike LGF-004 E 1,094 sq.ft Main **Drop Off** LGF-001 A 2,474 sq.ft ► Mehidpurwala HYPER MARKET LGF-005 37,740 sq.ft

Upper Ground Floor LEGEND :-Operational Area pamper yourself Under Fitout Area NISSAN 5070 soft Leased Area To Be Leased Area VERO MODA Raymond Allen Solly Bata M&S Lingerie Vedic lifestyle Sephora Prisma Ethnicity Tanishq RAMP Mehidpurwala Since 1885

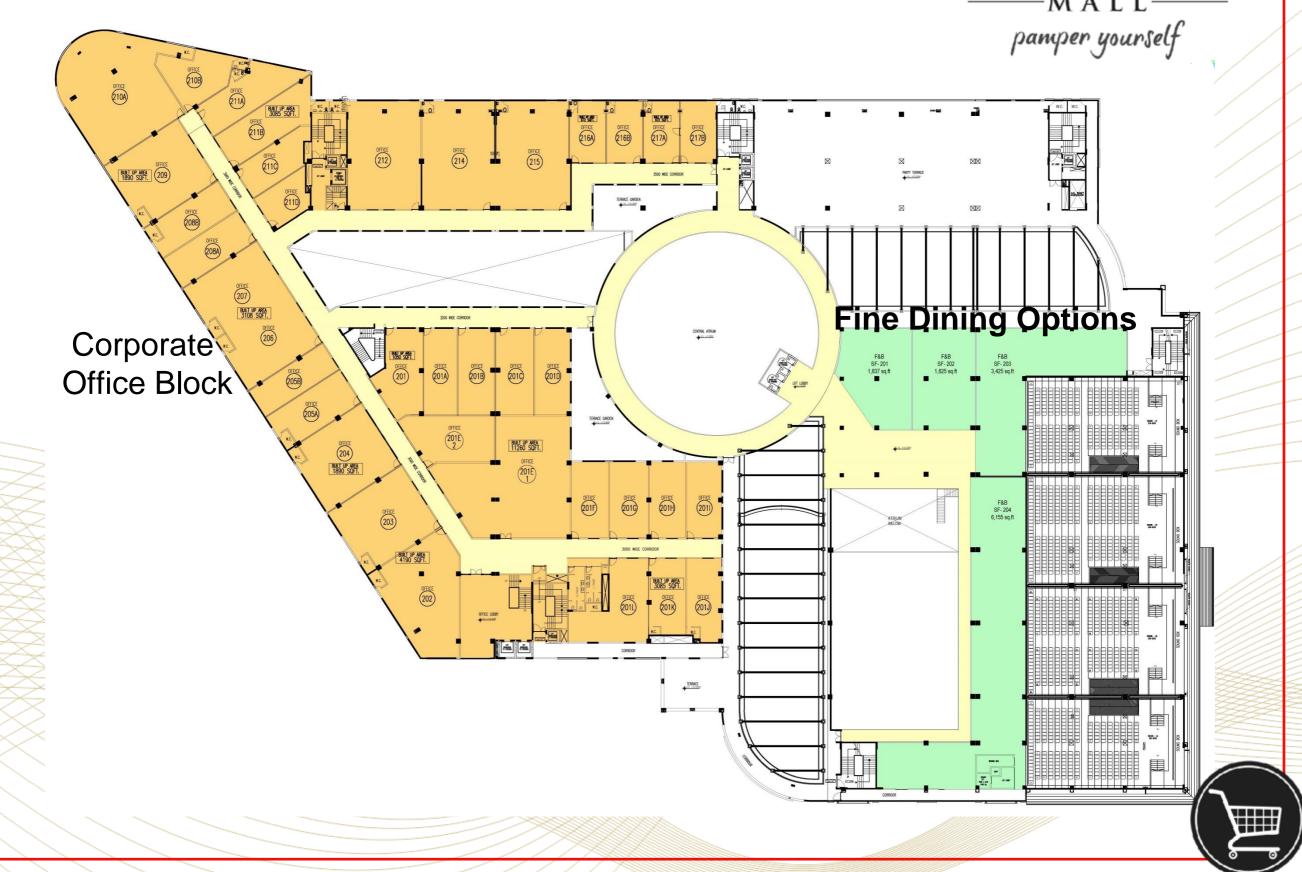
First Floor





Second Floor





(work in progress)







(work in progress)





CAPÎTAL

(work in progress)





CAPITAL

MALL

pamper yourself

(to commence soon)



The journey so far...

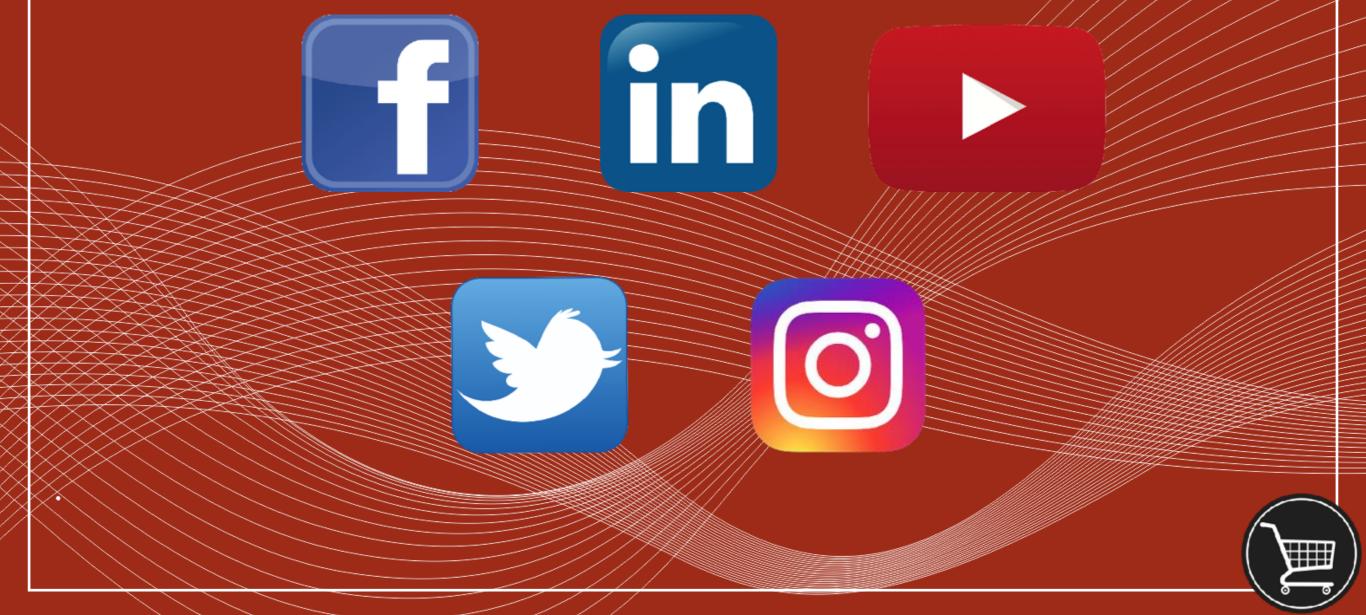


- Re-christened the Mall as "Capital Mall" from C21 Mall.
- Initially, worked on killing the Negativity of the Past
- Invested in Quality of the Mall Experience
- Worked on improving efficiency
- Streamlined Operations
- Regular Marketing & Events (100+ events)
- CSR & community driven initiatives (30+)
- Increased Footfalls & spend PP
- Hosted new Brands
 - H&M ,Zudio, Vero Moda, ONLY, Suumaya, Zilver...
- Increased occupancy (68%) & conversions (63%)
- Moved to an "Mall Of Opportunity"



Events & Promotions Galore !!!

To watch various activations at the Mall in the Last few Months, Click on the respective icon



Current operational Brands !!!























































TASTE OF GUJARAT









New Brand Additions !!!

To Commence / operations fit-outs soon !!!





Inking Soon !!!



STEVE MADDEN

















The Way Forward

- International standards of Mall Management
- Intensive Events & Promotions plan
- Innovative footfall strategy
- Adding of new brands
- Zoning being re-invented
- Planned kiosk layout
- Equal distribution of Footfalls on every floor
- Win Win deals with retailers



Mall Operator

Capital Mall #104, C21 Corporate Zone, Hoshangabad, Misrod, Bhopal - 462047 info@capitalmalls.co.in

Mall Location on Google

Leasing Contact

Beyond Squarefeet

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